



THE CORTE MADERA CONNECTION



VOLUME 15 ISSUE 1

March, April & May 2018

Come hear the annual “State of the Town Address”

at the

Corte Madera Chamber of Commerce Membership Luncheon

Speakers include:

Mayor Carla Condon

Town Manager Todd Cusimano

Director of Public Works Peter Brown

Director of Planning & Building Adam Wolff

Central Marin Police Chief Mike Norton

Fire Chief Scott Shurtz

Director of Finance/Town Treasurer Daria Carrillo

Thursday
March 29, 2018 • 12:00 p.m.
Corte Madera Inn, 56 Madera Blvd.

Please RSVP to the Chamber at (415) 924-0441

Or Chamber@cortemadera.org

Members - \$25.00 • Non-Members - \$30.00

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129 Corte Madera Town Center
Corte Madera, Ca 94925 • 415-924-0441.

Visit us at www.cortemadera.org
or email us at chamber@cortemadera.org



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Meeting & Events Calendar March, April & May 2018

March 6
Board of Director's Meeting • 12 noon

March 11
Daylight Savings Time

March 17
St. Patrick's Day

March 29
State of the Town Address
12pm at Corte Madera Inn

April 1
Easter Sunday

April 3
Board of Director's Meeting • 12 noon

May 1
Board of Director's Meeting • 12 noon

May 5
Cinco de Mayo

May 13
Mother's Day

May 28
Memorial Day



A Letter from the President of the Corte Madera Chamber of Commerce

Gary Stymus, President

Hello from the Chamber of Commerce. We hope you all had a great Holiday Season. We have a lot on tap for 2018 and are excited to share with you our plans for the coming year.

The Chamber already held the first mixer of 2018. We had a game night at Marin Luxury and it was a blast. We played bingo, plunko, roulette, and had some trivia. Thank you to everyone that donated prizes for the event. I want to give a special thank you to Paige Casamento and her team at Marin Luxury. You did a fantastic job hosting the

event and your hospitality is greatly appreciated. To all our volunteers; thank you for your time. Our events would not be the success that they are without your support.

The State of the Town luncheon is scheduled for March 29th at The Best Western Corte Madera Inn. Many of our new town employees will be on hand. It will be a great chance to get their take on things and ask any questions you might have. Additionally, we have some great eats provided by Pig in a Pickle. I hope that we will see many of you

there.

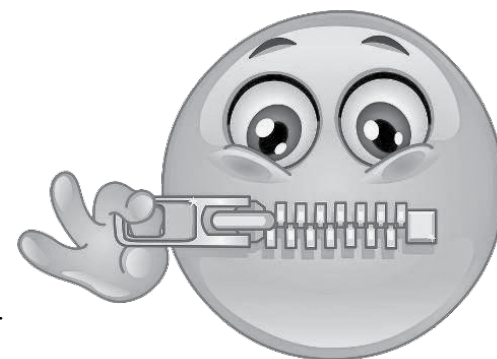
I am excited to announce that we have partnered with the Marin Small Business Development Center. "The Marin Small Business Development Center (SBDC) is a nonprofit organization that provides *expert no-cost advising* and *low cost workshops* to guide small businesses to success and accomplishment. As part of the Northern California SBDC network, the Marin SBDC serves all of Marin

President

_____ continued on page 4

SILENT ACTION

Promote Your Business
Make a donation to the
Chamber's Silent Auction



We're getting an early start on contacting the wonderful merchants and other Chamber members that would like to donate items for the Silent Auction. This is one of our biggest fundraisers. We need your help to make it another big success. Your generous donations help support Chamber activities including the annual Twin Cities Fourth of July celebration and the local business community.

Your donations will give your business exposure at one of the most highly attended events the Chamber has. We will also be printing big 'thank you's' in the Chamber newsletter.

If you are interested in donating please contact the Chamber office at 415-924-0441 or email julie@cortemadera.org. We encourage your participation and greatly appreciate your generosity. Thank you in advance for your continued support of the Chamber.

Make it Sing
graphic & web design

*If you don't "Make it Sing" –
then it won't do a thing*

James Anderson, Graphic Designer
(415) 533-1431 • (707) 568-1293
james@makeitsingdesign.com

Visit: www.makeitsingdesign.com • Special rates for Corte Madera Chamber members



From the Desk of the Town Council Liaison

Carla Condon, Liaison to the Corte Madera Chamber of Commerce

It's been feeling like spring since February, but now it's really here and before long we'll see our signature hanging baskets appearing all around town.

As I'm writing this article, the Council is looking at different proposals to put on the June ballot to extend the sales tax override. This was the 1/2 cent tax that voters approved back in 2014. This tax has yielded about \$2.5 million dollars a year. What is critical to be aware of is the fact that only 5-10% of the tax dollars collected actually come from Corte Madera residents. The majority of the revenue is derived from people who come from outside of Corte Madera to shop at our Town's businesses. This revenue, collected from mostly shoppers outside of Corte Madera, enables the Town to improve and maintain Town infrastructure including flood control systems; provide programs for youth and seniors; ensure public safety; improve streets and roads and more. Without this revenue, all of these needs would be negatively and profoundly impacted.

Recognizing the needs of seniors and remarkable advances in addressing those needs that are being made in our town, the Marin County Board of Supervisors has declared 2018 as the Year of the Older Adult. I'm most grateful to our District Supervisor Dennis Rodoni and the entire Board for their support and

recognition of Corte Madera's achievements. The County will be following our lead in an effort to make the county an Age-Friendly county. Pati Stoliar, co-chair of Age-Friendly Corte Madera and I recently met with councilmembers and staff of both Mill Valley and San Anselmo, at their requests, along with Lee Pullen, County Director of Aging and Adult Services, to share with them the details of becoming an Age-Friendly City. In February, the Town Council hosted the monthly dinner/meeting of the Marin County Council of Mayors and Councilmembers and the program featured presentations about the Marin Villages, Age-Friendly Towns and Cities and an introduction to Corte Madera's own Age-Friendly Intergenerational Center.

I'm very excited to announce the opening of the new Age-Friendly Intergenerational Center, the first in the county and a public/private partnership with the Town and Age Friendly Solutions. Programs will start in mid-April and there will be an official Grand Opening Celebration on Sunday, April 29, 2018. A wide variety of programs will be offered for all ages. There will also be many opportunities for old and young to interact which according to statistics, has proven to improve health and mobility of many seniors and creates lasting values for the

young. We are "re-purposing" the Park and Rec offices for the Center and Park and Rec will be relocating to a newly created space adjacent to the Community Center. I hope that everyone will participate in the enriching programs that will be offered, and if any of you are interested in leading a program, by all means let us know. It could be Art, Foreign Language, Travel – any skills or experiences you'd like to share.

The Chamber of Commerce – Julie Kritzberger – continues to work 48 hour days to promote the Town's commercial sector while contributing endlessly her talents to the town, now serving as President of the Beautification Committee. While doing all of this (and President of her son's high school foundation), Julie has already started preparations for this year's annual 4th of July Parade. The more participants we have, the more fun it will be! Contact Julie at (Julie@cortemadera.org) for more information.

Please don't hesitate to contact me with any questions or concerns you might have. Happy Spring!

Carla Condon,
Mayor and
Council Liaison to the
Chamber of Commerce
condon94925@yahoo.com

Thank you Crab Feed Sponsors

The Corte Madera Lions Club had another successful Crab Feed for the community on February 10th at the Community Center. This tradition dates back over twenty-five years when the Lions were one of the first organizations to hold a Crab Feed as a fundraiser. It is a great community event and locals look forward to attending each year to take part in sharing great crab, salad and pasta as well as participating in our raffle. The raffle has been a great success because of the support of our local and regional businesses and it adds to the community spirit of the evening. We only ask for a donation once a year and knowing businesses receive many request from non profits throughout the year we really appreciate your donation to the Corte Madera Lions. The Lions sincerely appreciate the participation by our sponsors and we are looking to another great Crab Feed in 2019. We look forward to seeing everyone at our beer and hot dog stand in the Town Park on the 4th of July.



RH	Marin Acura
Marin Luxury Cars	Tamalpais Paint & Color
Norm Buller	Orchard Supply
Marin Joe's	Nugget Market
Lighthouse Cafe	Safeway
The Counter	Lucky Stores
Pig in a Pickle	Five Points Fitness
Tub-Tin Restaurant	Resonsance Spa
Marin Brewing Company	Brooks Note Winery
Stefano's Pizzeria	Markham Winery
La Toscana	Zinz Wine Bar
Philz Coffee	KFC
Le Chalet Basque	Scomas Sausalito
The Village	Scomas Fishermans Wharf
Corte Madera Town Center	Louis Thomas
Il Fornaio	John Benus of What's Happening Calendars
DJ Chinese Cuisine	Todd Cusimano, lunch with the town manager
Corte Madera Chamber of Commerce	Chief Norton CMPA for a ride along
Toscalito Tire and Automotive	St Francis at Union Square
SMA Dental	

President
continued from page 2 ———
County and is currently
hosted by Humboldt State
University Sponsored
Programs Foundation.
We work hands-on
with entrepreneurs
and business owners to
address challenges, seize
opportunities and grow
our client's bottom line.”
Two workshops are on the

horizon. Check out our
website, www.cortemadera.org,
for more details.

As always, we have several
other events in the works,
including an auction, 4th
of July, Chili Cook-off and
golf tournament. While we
don't have dates set just yet
for all of the events, we hope
to see you all at a few events
this year. It's great to see
some familiar faces, as well
as new ones.

Any of our members
interested in hosting a
mixer? If so, please let us
know. We are always on the
lookout for new businesses
to highlight. Contact Julie
at the chamber office for
more details. Lastly, to
our members: Please let us
know how we can help you
and your business. Please
don't hesitate to contact us
at any time.

News From The Village at Corte Madera

Joe & The Juice - Opening soon



Since its founding more than 15 years ago in Copenhagen, Joe & The Juice has been casting and creating a dedicated culture of juicers around the globe to serve up high-quality ingredients in freshly prepared juices, shakes, coffees and sandwiches. Check them out next to b8ta.

Charles Schwab Opening April

A modern approach to investing & retirement. Charles Schwab offers a wide range of investment advice, products & services, including brokerage & retirement accounts, ETFs, online trading & more. Visit us in Center Court.

Microsoft Workshops for Entrepreneurs

*Office 2016 and Fuel Your
Business with LinkedIn.*

Come to your local Microsoft Store for a full month of complimentary workshops tailored to entrepreneurs at any stage of business growth.

The Village at Corte Madera

1640 Redwood Highway, Corte Madera, CA 94925
415-413-9970 • microsoftstore.com/cortemadera

**Schedule is subject to change. See website for the most
up to date information.*

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www.shoptowncenter.com | www.facebook.com/towncentercortemadera

Should the Town of Corte Madera's Current Sales Tax Measure be Renewed?

That is the question. The Corte Madera Town Council has heard several discussions on the potential renewal of Measure B, commonly referred to as the Corte Madera ½ Cent Sales Tax Override, and at the February 20, 2018 Town Council meeting, Council voted to introduce an Ordinance that, if adopted by Council at the March 6, 2018 meeting and approved by voters at the June 5, 2018 election, would do each of the following:

- **Extend.** Extend the current 1/2 percent sales tax measure until it is amended or ended by voters. Extending the measure enables long-term infrastructure planning to occur in order to address sea-level rise and improve the Town's flood control and transportation systems.
- **Repeal and Replace.** Repeal the Town's existing storm drainage special property tax of \$98 per residential unit and \$98 per 1,000 square feet of commercial space and Replace the lost drainage property tax revenues with a 1/4 percent increase in the sales tax. In effect, storm drainage and flood control costs will be shifted from local property owner's tax bills (saving \$98 per unit per year) to regional sales tax revenue sources (estimated average increase of \$13 per resident per year).

The overall local sales tax level would increase from 8.75% to 9%, a rate equal to the 9% that currently exists in San Rafael, Larkspur and Fairfax.

Community Forums

Community outreach is a critical component in educating the community about the value of this sales tax to the Town, which has considerable infrastructure and maintenance needs in flood control, street repair and maintenance, fire prevention, disaster preparedness (i.e. flooding, earthquake, wildland fires), and the need for facilities and programs for youth and our aging population. Staff has scheduled the following community forums in order to continue the conversation, provide information and respond to questions. Both forums will take place at the Corte Madera Community Center, located at 498 Tamalpais Drive in Corte Madera.

- Saturday, March 31st from 10a.m. to 12p.m.
- Wednesday, April 4th from 6p.m. to 8p.m.

Information regarding the sales tax measure, including links to information presented at recent public meetings, can be found on the Town's website: <http://townofcortemadera.org/699/Town-of-Corte-Madera-Sales-Tax-Measure-B>

Facts About the Current Sales Tax Measure

- First initiated by Town

Council in 2013 and approved by 68% of town residents in 2014, the 6-year measure is set to expire in April 2020, unless renewed by voters

- The purpose of the sales tax was to relieve poor Town financial conditions, build depleted reserves and provide a funding source for public safety and capital improvements (road maintenance, transportation safety, and infrastructure related to flood control, levees, pumping stations, etc.)
- Sales tax revenue from the half-cent measure averages \$2.5 million per year, or \$15 million for the life of Measure B (2014-2020)
- Unique to the Town, and of great fiscal incentive for local voters, approximately 90% of the revenues generated from the local sales tax are paid for by visitors who come to Corte Madera to shop at local malls and auto dealerships. So for every \$1 spent by Town residents, \$9 is leveraged by regional shoppers for the benefit of local property owners, business owners and visitors who enjoy the Town's roadways, open spaces and amenities.
- As a general tax approved at a general election, the funds can be used for any General Fund purpose of Town operation. However, with the help

of the Citizens' Oversight Committee the Town committed to dedicate these funds primarily to Capital Improvements, Infrastructure Enhancements and Reserves.

- Larkspur just passed a ¾ cent sales tax measure renewal without a sunset provision.
- As state and federal fund sources decrease, California cities increasingly turn to sales tax measures to fund critical municipal functions. Since 2013, there have been 146 new approved sales tax measures statewide.
- In the past, Corte Madera has relied upon funding sources such as the Metropolitan Transportation Commission, property taxes, sales taxes and various state and federal sources. In nearly every case, these funding sources have either dwindled or have become less reliable.
- The Town's current Capital Improvement Projects total more than \$15 million over the next five years, more than \$20 million in the following five years, and over \$53,000,000 million by 2030. Without Measure B funding, the Town will not have sufficient resources for Capital Improvement Projects by 2023, and by 2024, would deplete its entire

General Fund reserve to complete needed projects. If the sales tax measure is not renewed, by 2025, the Town may be unable to fund any capital projects with local funds.

Considerations Regarding a ¾ Cent Renewal:

- Current projected flood control and transportation capital construction and maintenance needs between 2018-2030: \$53,550,000
- Projected sales tax revenue between 2018-2030 at ¾ cent tax level: \$40,000,000-\$44,400,000
- It is a realistic goal to offset \$10,000,000 in unfunded needs via local, state and federal grants

Questions, Comments, Suggestions?

For general information about the sales tax measure or Town management, contact Todd Cusimano, Town Manager: tcusimano@tcmmail.org or 415-927-5050.

For information on Town finances, financial projections/expenditures, contact Daria Carrillo, Finance Director: dcarrillo@tcmmail.org or 415-927-5055.

And for questions or comments about current and future infrastructure and capital investments, contact Peter Brown, Public Works Director: pbrown@tcmmail.org or 415-927-5057.

Upcoming Sponsorship Opportunities for Businesses



Pictures from Craig Love

Be a Sponsor for the 2018 Corte Madera/Larkspur Fourth of July Parade and Celebration. One of the biggest Fourth of July Events in Marin County that last year drew a record 18,000 people to the park! Great marketing opportunity to gain exposure within the community! Opportunity to have your name included in a special insert in the *Twin Cities Times* along with the Chamber newsletter.

Be A Silver Sponsor

- Banner on the side of the entertainment stage in the Town Park during the Festival
- Booth in the Corte Madera Town Park during the Festival
- Exposure in the *Twin Cities Times* Fourth of July tab
- Exposure in the Corte Madera Chamber of Commerce's newsletter, *The Corte Madera Connection*

Cost: 1,500.00

Be a Bronze Sponsor

- Banner on the side of the entertainment stage in the Town Park during the Festival
- Exposure in the Corte Madera Chamber of Commerce's newsletter, *The Corte Madera Connection*

Cost: 750.00

Sponsor a Carnival Game Booth!

Sponsor and operate a Carnival Game Booth! This is a great way for you and your employees to organize a community project and have personal contact with our residents. You would be in charge of running the game booth by supplying the manpower. Great opportunity to display your banner and provide promotional items to give away.

No Cost: FREE

Enter a Float in the Corte Madera's Fourth of July Parade

Excellent promotion and PR for Businesses and Organizations

The theme of this year's parade is Building Dreams, Friendships & Memories Generation to Generation. Come celebrate by entering the parade and promoting your business or organization! Last year's parade and festivities drew around 18,000 people! We invite and encourage you to have a float in this year's parade. Participation in the parade is an excellent means of promoting your business or organization in the community while having a great time.

The parade leaves Redwood High School at 10:30am. on Wednesday July 4th winding through downtown Larkspur until it reaches Corte Madera Town Center. We hope you will join us in making this year's parade and Centennial Year an unforgettable experience!



Convertibles Needed!

If you are interested in driving dignitaries in your convertible in this year's Fourth of July parade, we need you!

Please call the Chamber for more information at 924-0441 or e-mail chamber@cortemadera.org



Social Media Marketing

Did you know that 90% of consumers say that positive online reviews influence their buying decisions? Social media marketing offers businesses a great opportunity to engage with their clients, across the entire customer lifecycle, on the social platforms they actively tune into for information. It's critical that, as a business owner/marketer, you know how to leverage social media marketing to build your brand, drive demand, and engage your customers.

During this class, you will learn how to leverage social media to engage with your customers. The topics covered include:

- How to create a social media marketing strategy
- How to choose what social media platforms are right for your brand/business
- What content you need to support your social media marketing
- How often to post on social media (and how to create a content calendar)
- How to measure the effectiveness of your social media campaigns
- What team and tools you need to support your social media strategy

This workshop is provided by Marin SBDC (Small Business Development Center), in partnership with Career Technical Education at the College of Marin.

Class Details

- Date & Time: Wednesday, March 28, 6pm-9pm.
- Cost: \$25 (Registration through College of Marin Community Education).
- Location: College of Marin, 835 College Ave, Kentfield, CA 94904
- Instructor: Instructor Angelica Galland is a Digital Marketing Consultant who works with entrepreneurs and small to medium sized businesses to create an effective digital presence that attracts their ideal customers and authentically represents the essence of who they are. Angelica has an in-depth knowledge of the Facebook advertising platform as well as integrating and mapping out effective campaigns and strategies that include web design, social media marketing, newsletters, blogs and video content. Angelica Galland is a keen analyst, but also lets her heart lead because marketing is all about people, not just numbers.

Business Citizen Nominations

The Corte Madera Chamber of Commerce is seeking nominations for our 2018 Business Citizen of the Year. Generally the person selected is very active in the community, involved in many community organizations and events and represents the best that our community has to offer.

The recipient will be honored at the Fourth of July festival and will ride in the July 4th parade. In addition, a special award will be presented to the honoree at the annual Bank of Marin "Spirit of Marin" award ceremony.

Below is the nomination form. If you or someone

you know is deserving of the honor please fill out the form below. The nominee must be a member of the Chamber and have a business in Corte Madera. If you have any questions please contact the Chamber office at 924-0441 or e-mail us at hambler@cortemadera.org.

Corte Madera Chamber of Commerce Business of the Year Nomination Form

Name of Nominee: _____

Contact: _____

Phone: _____

Address: _____

What outstanding contributions has the nominee made to Corte Madera, Marin and the community?

What groups or organizations has this business assisted?

How has the business contributed to the support of community programs and organizations?

How has this business made a significant contribution to Corte Madera's economic well being?

Any other factors in support of this nominee?

Nominated by: _____

Address: _____

Phone: _____

Fax this form or e-mail your nomination to the Corte Madera Chamber of Commerce
129 Corte Madera Town Center, Corte Madera, CA 94925
(415)924-0441 • (415)924-1839 fax • E-mail: chamber@cortemadera.org

The Latest from Age-Friendly Corte Madera

GRAND OPENING THIS SPRING!

The Age-Friendly Inter-generational Center will welcome neighbors of all ages beginning in April. Initial planned offerings include: chair yoga, 3-D printer activities, storytime for preschoolers, tech assistance by teens, a senior services concierge, Age-Song conversation groups, a film/book club and grown-up crafts.

The east wing of the Corte Madera Recreation Center is being transformed into a warm and welcoming space

to learn, socialize, play, or just hang out. All new inviting paint and carpeting, tables and chairs, room dividers and art create surroundings that are comfortable for any age.

Individual spaces can be configured for preschool activities, after-school tutoring, unstructured gatherings, friendly board games, reading resources, and of course an ongoing jigsaw puzzle.

The ribbon-cutting ceremony and grand opening festivities are scheduled for April 29th from 2 pm

until 4 pm. Enjoy musical entertainment, light refreshments and a unique art show including pieces created by Corte Madera artists of all ages.

Lions Share: Free Assistance with Home Tasks by the Corte Madera Lions

You know you have a list of to-do's for spring. For community members over 60 free help is but a phone call away. Our friends at the Lions Club will provide friendly folks to help Corte Madera seniors tackle those small but daunting household tasks on Saturday, April 21. Phone (415) 480-9758 for an appointment.

Free Rides in the Park! Have you had a chance to meet "Gertrude?"

Each Thursday at 11:30 our Community Center hosts a senior luncheon featuring a nutritious hot meal from Good Earth and the oppor-

tunity to ride through Town Park in a three-wheeled pedal-powered carriage (Gertrude). Under the careful guidance of trained pilots, you are sure to be delighted by the experience. Come to the luncheon for excellent food and a fun slow roll through the Park.

Great Topics Coming Up at the Third Wednesday Speakers Series

Each month AFCM collaborates with the Twin Cities Village, the Corte Madera Rec Department and the 501(c)(3) Age-Friendly Solutions to offer opportunities to gather with peers, participate in discussions on helpful topics of interest and enjoy some complimentary refreshments from 1-2:30 pm at the Community Room of the Central Marin Police facility. This popular free series is a perfect setting to get reliable information from experts and have fun

doing it. Upcoming talks include: March—Smart Food Choices for Healthy Aging; April—Electric-Assist E-Bikes and Elder-Friendly Paths; May—Let's Move! Local Physical Activity Options; and June—Nature, Play and Aging. And do let Age-Friendly Corte Madera (agefriendlycortemadera@gmail.com) know if you have suggestions for topics for our 2019 Third Wednesday Speaker Series.

Mentoring Our Neighboring Communities:

Members of AFCM recently were invited to meet with elected officials and staff members from both Mill Valley and San Anselmo to help them launch their age-friendly efforts. The goal is to have the whole county achieve the Age-Friendly designation.

Don't forget to visit <http://www.agefriendlycortemadera.org>.



Giant Indoor Yard Sale Saturday, April 28 • 9am to 3pm Corte Madera Community Center

This event is organized and staffed entirely by CMWIC members. The proceeds fund the scholarships the club awards each year, including those for college-bound female high school students who have demonstrated a sustained commitment to community service.



Bob Nadjibi, DDS

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415.435.3050

www.MarinDentistry.com

Shop, Play, Eat & Stay in Corte Madera

Town Center Update

Now Open



Town Center Corte Madera Hosts 9th Annual Taste of Town Center May 19th

Town Center Corte Madera is pleased to host the 9th Annual Taste of Town Center a FREE, family-friendly event celebrating food, fun and the outdoors. Plan a day of shopping at the Center, and enjoy a delicious mid-day break, relax outside in one of the seating areas, and taste dozens of delightful samples by many of Town Center's popular restaurants and food merchants. And to keep the kids happy and engaged, there will be complimentary face painting and, to top it off, live music will fill the air for everyone to enjoy! www.shoptowncenter.com

Opening March 2018



Just Food for Dogs

*Space 139 (previously radio shack)
will open in the Summer 2018*



New Members

Amy's Drive Thru

Paul Schiefer

1650 Corporate Circle, Petaluma, CA 94954
707-206-5597 • cortemadera@steveandkate.com

Amy's Drive Thru is returning to the roots of American fast food, serving lovingly handcrafted food to nourish hard-working citizens, busy families and road-weary travelers. Coming soon to Corte Madera!

Steve and Kate's Camp

Bear Whitefield

150 Pacific Ave, San Francisco, CA 94111
415-604-0078 • paul.schiefer@amys.com

At Steve & Kate's we believe that you need to trust kids with the freedom to make their own choices. Driven by their natural curiosity, children will experiment with their own decision-making and develop the confidence to try, fail, and learn on their own. We offer activities to inspire every child—designed by learning scientists and tested by kids, our studios offer a chance for campers can dig deep into their passions. Whether they are the next big film director, an up-and-coming fashion designer, or bound to be the best baker around, we've got something for everyone.

We also believe that camp should be easy for parents, so we make it totally flexible. Buy any number of days (including an all-summer Membership) and show-up whenever—no need to tell us ahead of time that you're coming. If you buy more than you need, we'll automatically refund back unused Day Passes at the end of the summer. And with lunch and snacks provided as a part of the camp fees, you might wish we were around all year.

Open this Summer June 11th - August 10th, 2018



HOST A MIXER IN 2018

If you are interested in hosting a mixer in the year 2018, please call the Chamber office for more details or e-mail Chamber@cortemadera.org. It's a great way to showcase your business to the local business community. We are also looking for raffle prizes for our mixers. If you would like to donate a product or service please let us know. 415-924-0441.



Sheila Machado

Agent, Lic. #0B21428

5108 Geary Blvd.
San Francisco, CA 94118
Bus 415-440-9984
sheila.machado.jvn7@statefarm.com
Toll Free 800-898-9984
www.sheilamachado.net

The greatest compliment you can give is a referral.



Get Involved in the Chamber

The Chamber would like to reach out and invite you to participate in various ways. Below are marketing opportunities and events in which we could use your time, talent, and services. We have ongoing committees if you are interested in networking your business. Please let us know if you would like to take part in any of these opportunities. There is nothing we like more than getting to know and working with our members!

There are many ways to put your chamber membership to work and help grow your business:

- Invite all members to visit your business: **HOST A MIXER**
- Be loud and proud about your dedication to the community: **SPONSOR A LUNCHEON**
- Want to promote a special offer? Run a **COUPON** on our website
- Go green...sponsor our annual **GOLF TOURNAMENT**.
- Show your true colors: be a sponsor of the best **July 4th PARADE** in the county!
- Get your products in front of local shoppers: **DONATE** an item for our Spring Silent Auction
- Introduce yourself to new business members: **DONATE** an item for our Welcome Basket to be presented to new businesses coming to Town.
- Spread the word: **ADVERTISE IN THE CHAMBER NEWSLETTER** and reach all chamber members and 5,000 local residents with an IJ subscription

Would you like to get more involved with the Chamber? We need you! Help us...

- Plan the 2018 Golf Tournament
- Be creative and help with the 2018 Silent Auction.
- Build membership by being on the Membership Committee.
- Volunteer to be the official photographer at our mixers and events
- Welcome new members by being an ambassador at 1-2 mixers during the year.

We have a special recruitment offer for you!

For every new CM Chamber member you recruit, we will give you a \$25 gift certificate to any Chamber member business of your choice. **WHO DO YOU KNOW?**

HOW WOULD YOU LIKE TO BE INVOLVED?

Please email us at chamber@cortemadera.org.

News Around Town

From the Corte Madera Parks and Recreation Department

Creating Community through People, Parks & Programs

For more information on our Recreation Department facilities, programs, services and town-wide special events; to get a copy of our Activities & Events Catalog go to: www.cmparksandrec.org or call 927-5072.



Kids Club After School Program and Spring Break Camp

Kids Club is always accepting applications for the current school year and Spring Break camp. Spring Break Camp runs April 9th-13th from 8:00AM to 6:00pm. You can pick up a registration form from our office or you can print one from our web-site at www.cmparksandrec.org under the parks and Recreation link, then forms. The benefits are endless when you engage in regular activity.

Summer Playground Program

Summer Playground is a decades old summer program through Corte Madera Parks and Recreation. Campers are

provided with a safe but exciting environment in which they are free to explore new activities, meet new friends and create life long memories. We aim to provide a "classic" summer camp experience. Once the Summer Playground bug is caught it is nearly impossible to get rid of. In fact, many of our counselors and C.I.T's (counselors in training) were once campers here. Even our 2018 Camp Director Ashley Parrott attended Summer Playground from the age 8 years old! Every counselor is CPR and AED certified. Summer Playground is open between 7:30am and 6:30pm. We offer an art, sport and game every hour that campers are allowed to float between at their discretion. Field trips, pool days, and special guests are another fun feature of our program. Registration opens March 14th, 2018.

Camp Runs

June 18th - August 10th



Mother Daughter Tea: Under The Sea

To the ladies of Corte Madera we invite you to

join us for a Mother's day tea party under the sea on May 12th, 2018 from 2:00PM-4:30PM. Come celebrate mother's day weekend with us - tea and appetizers will be provided in addition to children's crafts, so come on down and make a splash with us! Reserve your seats now on line or in person.



Father Son BBQ: Season Opener

Come one, come all to our father son summer season opener this year on June 16th, 2018 from 2:00PM-4:30PM. Come spend Father's day weekend with us in the park where we will be hosting our annual BBQ in addition to multiple sporting competitions such as basketball, potato sack races, and much more. Feel free to bring any other sporting equipment you would like and let the games begin! Purchase your tickets now online or in person.

Get the Final Paycheck Right (or Else)

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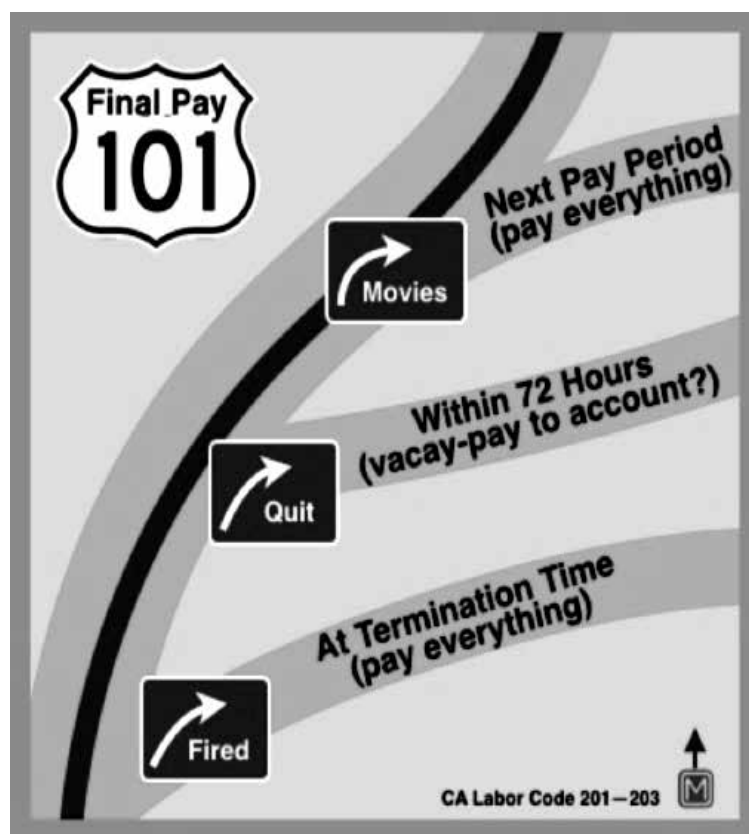
It's that time for employee turnover, whether you decided it or not.

Now what do you have to put in their final check? You must include payment for all the hours they worked and non-discretionary bonuses earned, and, except in the one instance provided below, all vacation pay and compensatory time-off. If they earn commissions, those all have to be paid, unless there is a condition (like receipt of a customer's payment), then you have to pay immediately once that condition has been satisfied.

When is it all due? This is the important part, because if you do not pay up everything when it is time, you are liable for waiting time penalties that could be multiples of what you actually were supposed to pay in the first place. And this all depends on how the employee exited your business.

Fired? If you fired them, then you owe them a check with all of their pay at the time of termination. This includes vacation and compensatory time-off.

They quit? If they quit on the spot, the law is going to give you some time, but not much. 72 hours is all you have to make that check available, which includes getting it in the mail (i.e.,



postmarked within 72 hours). If they gave notice, you've got to have that check ready on their last day. As to vacation and compensatory time, this is the one time that the employee can opt to not have this included their final paycheck, but rather have it placed in their retirement account. The soon-to-be-former employee must make this special request in writing five workdays before their last day.

You laid them off? It happens. Work slows, sometimes predictably like with seasonal food workers

food (think canning). Or maybe they were under a contract, like in the movie industry. Well, the timing is a little different for each.

Seasonal folks — this is also an industry the law recognizes. 72 hours is the time you have, same as for the quitin' folks. Likewise, make the check available or mail it, per their request.

Movie types — short gigs are part of the industry, right? The law knows this, so you're going to pay them the next payment cycle.

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Shop, Play, Eat & Stay in Corte Madera



Spring Tea

The Corte Madera Women's Improvement Club Spring Tea is set for Tuesday, May 8, at noon. A highlight of this annual event is presentation of scholarships, including the Kimberly Powell Memorial Scholarship, to Redwood High School students who have demonstrated a strong commitment to community service.

Club members decorate tables and provide sweet and savory delicacies along with tea and sparkling wine.

Limited seating for this festive occasion is available to community members at no charge, but please bring a dish to share, and do RSVP to rsvp@cmwomensclub.org so that we can reserve a seat for you.

Three Significant New Employment Laws

Parental Leave for Small Employers

An important new law requires that small employers provide new parents with up to 12 workweeks of unpaid leave.

SB 63, the New Parent Leave Act, requires small businesses with 20 or more employees to provide eligible employees up to 12 weeks of unpaid, job-protected leave to bond with a new child. The leave must be taken

within one year of the child's birth, adoption, or foster care placement.

"Employers need to note that under the law they must guarantee the right to reinstatement to the same or comparable position before the leave begins," Frank says.

The New Parent Leave Act will have the greatest impact on employers with 20 to 49 employees who are not currently required to provide baby bonding leave under

the federal Family and Medical Leave Act or the California Family Rights Act.

No More Salary History Questions

Another new 2018 law, AB 168, restricts the types of salary questions employers can ask job applicants.

Frank explains: "Under this law, an employer is forbidden from asking about the prior salary of an applicant. The new law also

prohibits an employer from asking a recruiter to find out about the salary of an applicant."

In addition, employers cannot rely on salary history information as a factor in determining whether to hire the applicant or how much to pay the applicant.

Ban the Box

AB 1008 is what's commonly called the "ban-the-box" law.

"The law effectively eliminates the employer's ability to do a criminal background check before a conditional offer is made to an applicant," Frank explains.

AB 1008 applies to employers with five or more employees. The law does provide steps for an employer to follow after making a conditional offer, should the employer still want to know about prior convictions.



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